

Rep Order# 7893589 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 937605

Printed: 08/06/2012 9:57 AM
Last Received: 08/06/2012 9:51 AM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station KMBC-TV KANSAS CITY
Advertiser () LAGER, BRAD
Product LAGER/LT GOV/R
Estimate#
Buyer LYNN MARTIN
Phone#
Fax#

Agency () MEDIA PLACEMENT TECHNOLOGIES
500 N WASHINGTON ST, SUITE 303
ALEXANDRIA, VA 22314
Agency C/P1/P2/E
Flight Dates 08/07/2012 - 08/07/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MEREDITH RADOW
Salesperson Phone# 212-408-3622
Salesperson FAX# 212-445-0968

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

8/6

REVISION

PLS SEE LN8 FOR 2X NA, SPOTS CAN'T AIR AFTER 4P

PLS SEE LN9-10 FOR 2X MG

TTL REMAINS THE SAME

PLS CONFIRM, T/R ANDY FOR MEREDITH

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|-----|-----|---------|--|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | *8 | TU | 4P-5P | DR OZ | :30 | \$300.00 | 08/07-08/07 | 0 | 0 | 0 | \$0.00 | |
| | | | | Sales Remark: V5 2X NA, SPOTS CAN'T AIR AFTER 4P | | | | | | | | |
| | | | | V5 Comment Changed, Spots/week Changed | | | | | | | | |
| | *9 | TU | 5A-530A | NEWS | :30 | \$150.00 | 08/07-08/07 | 1 | 1 | 1 | \$150.00 | |
| | | | | Sales Remark: V5 ADDED 1X, MG FOR SPOTS IN LN8 | | | | | | | | |
| | | | | V5 Added | | | | | | | | |
| | *10 | TU | 2P-3P | GEN HOSPITAL | :30 | \$450.00 | 08/07-08/07 | 1 | 1 | 1 | \$450.00 | |
| | | | | Sales Remark: V5 ADDED 1X, MG FOR SPOTS IN LN8 | | | | | | | | |
| | | | | V5 Added | | | | | | | | |

---REPORT TOTALS---

Report Totals: 2 / \$600.00

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---SALES MONTHLY TOTALS---

Aug 12: 11 / \$3,450.00
Sales Totals: 11 / \$3,450.00
Station Totals: 11 / \$3,450.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$12,778

| | | | | | | | | | |
|------|-----|------|-----|------|----|------|-----|------|----|
| CABL | 0% | CBLA | 0% | INTA | 0% | KCTV | 28% | KCWE | 0% |
| KMBC | 27% | KMCI | 0% | KPXE | 0% | KSHB | 25% | KSMO | 0% |
| UNKN | 0% | WDAF | 20% | | | | | | |

Books null
Demos RA35+